



# Blockchain in Energy and Utility — Competitor Assessment and Benchmarking | Start-up / Consortium Analysis

Case Study

# Blockchain in Energy and Utility

Competitor Assessment and Benchmarking | Start-up / Consortium Analysis

<b>Client</b>	An integrated oil & gas company
<b>Industry</b>	Oil & gas and utilities
<b>Products</b>	Blockchain implementation strategy

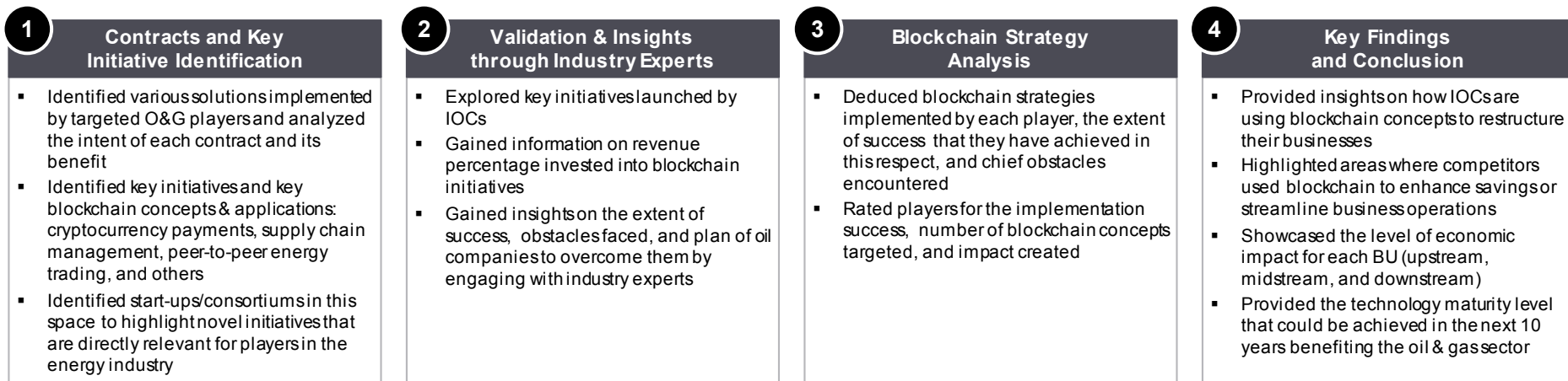
## Context

- The client wanted to understand various blockchain initiatives adopted by its competitors in their business operations and enhance its market position by identifying areas where it either lags or is having an upper hand.

## Key Business Questions

- How is blockchain being used to improve security & safety, operational performance, economics, and cost efficiency in the oil & gas sector?
- What are the key strategies adopted by competitors in utilizing blockchain in their business operations?

## Engagement Scope



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## Research Methodology

### Secondary Research

- Conducted desk research to identify deal signed by oil players with blockchain service providers
- Referred to annual reports and news articles to uncover collaborations and acquisitions related to blockchain

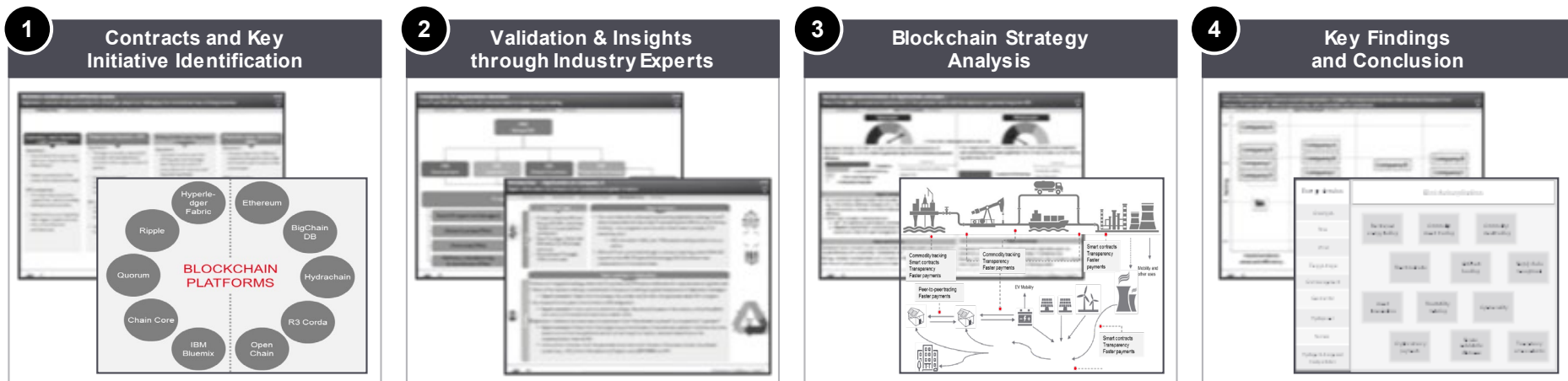
### Primary Research

- Interacted with 15+ industry experts to confirm blockchain implementation and ROI strategy

## Benefits to Client

- Helped the client understand competitor strategies to enhance its market position and build a better blockchain strategy
- Helped the client determine the difficulty levels of implementation of blockchain in oil & gas operations/applications

## Sample Analysis



# Thank you

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